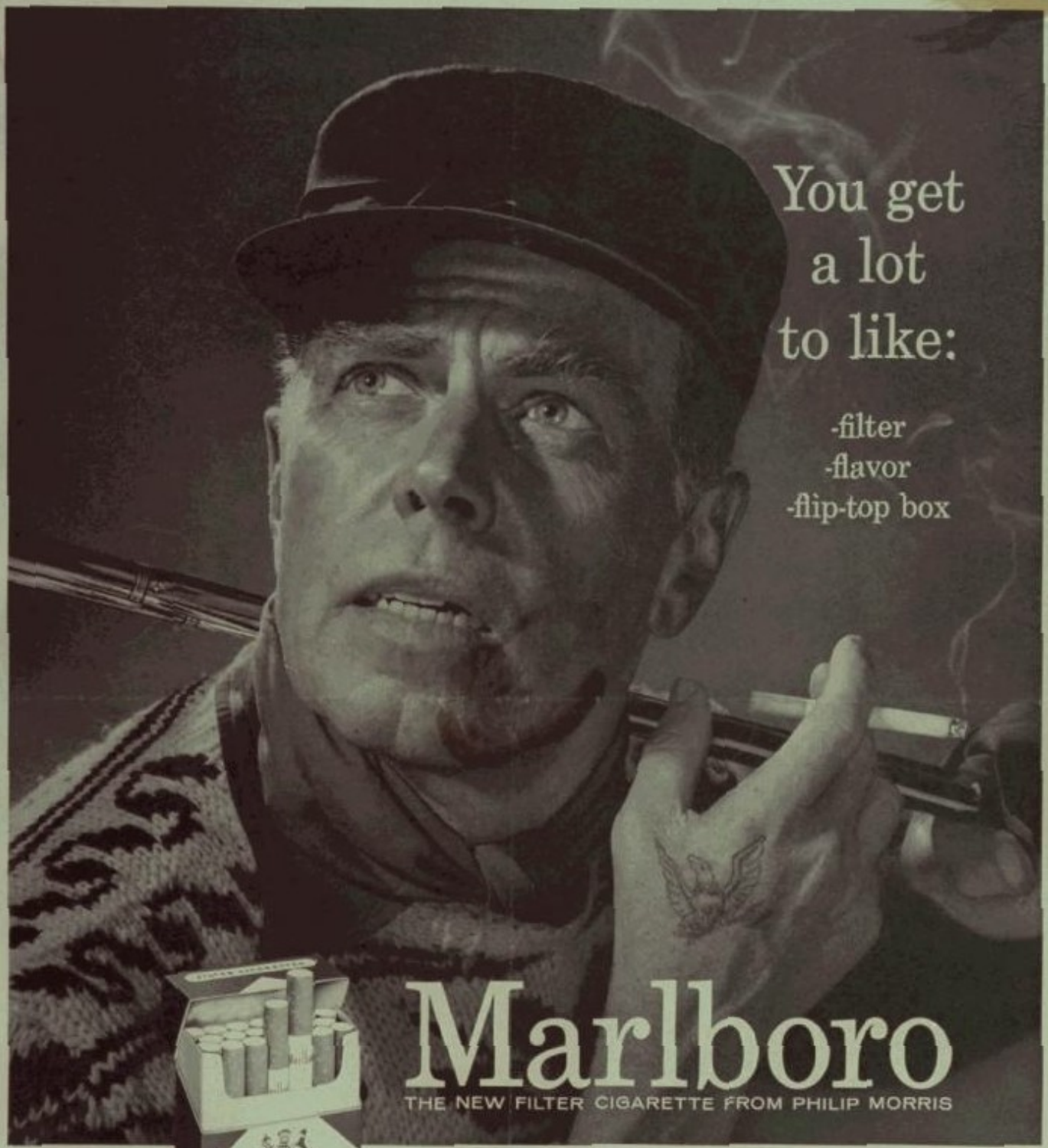
LEO BURNETT COMPANY, *Inc.*

Ad No. 193—Req. No. 16317—1 page—B&W—bleed.—$\begin{cases} 10\ 1/16 \text{ x } 14\ 5/16 \text{ in.—Life, January 23, 1956} \\ 11 \text{ x } 13\frac{1}{4} \text{ in.—Saturday Evening Post, January 28, 1956} \end{cases}$ (C)



NEW FLIP-TOP BOX

Firm to keep cigarettes from crushing. No tobacco in your pocket.

Thank a new recipe for the man-size flavor.
It comes full through the filter with an easy draw.
Thank the Flip-Top Box for the neatest cigarette package you ever put in your pocket or purse. Popular filter price.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

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